

DIRECTORATE OF DISTANCE & ONLINE EDUCATION
UNIVERSITY OF JAMMU

PGDBM SEM-II

INTERNAL ASSESSMENT ASSIGNMENT

ATTEMPT ALL QUESTIONS , EACH QUESTION CARRY 10MARKS

PAPER –I HUMAN RESOURCES AND MANAGEMENT

I.A.A-I Explain the functional areas of HRM in detail.

I.A.A-II Discuss Maslow`s Theory of hierarchy of needs. Also explain strategies of managing stress

PAPER- II MARKETING MANAGEMENT

I.A.A-I Explain the concept of PLC (Product Life Cycle) with self explanatory diagram. Taking example of any consumer product, discuss how the various strategies would vary during different stages of the PLC.

I.A.A-II What do you understand by the term Sales Promotion? Discuss the various sales promotion schemes directed at consumers, giving suitable examples

PAPER-III FINANCIAL MANAGEMENT

I.A.A-I As a financial manager of a newly started joint-stock company of a large size, what various sources would you tap to raise funds required for its smooth running? Explain.

I.A.A-I What do you understand by dividend policy? Discuss the various options of dividend policy and also explain the various determinants which influence the dividend decision of a firm .

PAPER-IV QUANTITATIVE METHODS

I.A.A-I Discuss the concept of Research. What are the different steps involved in the process of Research? Explain

I.A.A-II Define Sampling. Explain different types of Sampling Techniques. Give suitable examples.

Last Date 26th of May, 2023

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3/5/2023